

## Step 4: Programming for my Worksite

Step Four will provide you with background information for specific program strategies that you should consider. After reading through this chapter, you should go through the prioritizing exercise in Step Five to narrow your focus and put your written action plan in place.

### Program Strategies

Now that you've completed the worksite assessment and employee survey and compiled the results, it's time to take a look at the program strategies that have been proven to work or are best practices from other worksites. This chapter lists a number of strategies to consider for your wellness program. You should be able to use the Worksite Scorecard at the end of the Worksite Assessment Checklist to get an overview of your current worksite wellness programs or strategies. For those programs or strategies that were checked as either in process or not existing at your worksite, you will have the opportunity to get an overview of the relative resource costs needed to implement the strategy and see what reference or resource materials are available to help with implementation.

### Focus Areas

Wellness programming can include many components and activities. This resource kit focuses on prevention and behavior change to reduce chronic diseases. The following areas are highlighted, using specific activities or strategies to address each area:

- ❖ Health risk appraisal (HRA)
- ❖ General health education for disease risk factors
- ❖ Physical activity
- ❖ Nutrition
- ❖ Tobacco cessation
- ❖ Maintaining interest and motivation

Each focus area has its own distinct section that contains strategies on the first page and references to additional resources on the second page. The resources are highlighted by a shaded color to distinguish them. By looking at the first page of each focus area you will get an overview of things that can be done in the workplace. If you need additional information or resources to implement a strategy, look to the second page for more detailed information. Examples of the strategy page and the resource page are shown on the following two pages.

## PROGRAMMING STRATEGIES: SAMPLE OF PAGE ONE

Illustrated below is a sample of what you will find in the six focus areas that follow this introduction.

**1 Strategies arranged by resource level.** This provides a summary of programming that you can do at your worksite. The components have been split into **low, medium and high resource needs**, so you can get a quick glance at what you might be able to quickly implement, and what might take more time or be too costly to include at this time. The three levels indicate the relative amount of staff and financial resources that will be needed to implement the program.

**2 Influencing change on a variety of levels.** The options are further classified by the level where change takes place. In Step Five, there is a summary of the need for change to occur at the **individual, environmental and policy levels**. The tables that follow will indicate which level is being influenced for the related activity.

1

List of strategies arranged by level of resources (Low, Medium, High) needed.

2

Checkbox indicating at what level change takes place.

### First Page Sample of Strategies

I = Individual level   E/O = Environmental/organizational level   P = Policy level				I	E/O	P
<b>Low Resources</b>						
1. Offer flexible work hours to allow for physical activity during the day.						X
2. Support physical activity breaks during the workday, such as stretching or walking.						X
3. Map out on-site trails or nearby walking routes.				X	X	
<b>Medium Resources</b>						
1. Provide shower and/or changing facilities on-site.					X	
2. Implement incentive-based programs to encourage physical activity, such as pedometer walking challenges.					X	
<b>High Resources</b>						
1. Provide an on-site exercise facility.					X	

## PROGRAMMING STRATEGY RESOURCES: SAMPLE OF PAGE TWO

The previous page showed a sample of how strategies for each of the six focus areas (health risk appraisals, general health education for disease risk factors, physical activity, nutrition and tobacco cessation) are shown. This page provides a sample of what the second page looks like. The second page will repeat the strategy list, but it will also provide:

- ❖ links to additional resources;
- ❖ examples or links to examples, and;
- ❖ greater details for each of the program areas listed.

By looking at the first page of each program area you will get an overview of things that can be done in the workplace. If you need additional information or resources to implement a strategy, look to the second page for more detailed information. An example of the second page is shown below and it will be presented in a shaded color so it will be easy to recognize.

### ***Second Page Sample of Additional Resources***

#### **Physical Activity Resources for the Recommended Strategies**

##### **Low Resources**

1. Offer flexible work hours to allow for physical activity during the day. *Supervisors will support this as a standard work practice.*
2. Support physical activity breaks during the workday. *Supervisors will support this as a standard work practice.*
3. Map out on-site trails or nearby walking routes.  
<http://walkingguide.mapmyrun.com/>

*Italics:* Brief description of what needs to take place to implement.

##### **Medium Resources**

1. Provide shower and/or changing facilities on-site.
2. Implement incentive-based programs to encourage physical activity, such as pedometer walking challenges.  
[http://www.sportsinwisconsin.com/health/index.php?category\\_id=983](http://www.sportsinwisconsin.com/health/index.php?category_id=983)  
<http://dhfs.wisconsin.gov/forms/DPH/dph40075.pdf>

##### **High Resources**

1. Provide an on-site exercise facility.  
<http://www.cdphe.state.co.us/pp/COPAN/resourcekits/WorksiteResourceKit.pdf> (page 46)

Sample

Hyperlink: Reference to a website with detailed information or examples to implement the strategy listed.

### **Two Final Key Reminders:**

#### **1) Communication is Key**

Regardless of what programming you choose to do, communication is essential to make your program more successful. It is likely that there are some company employees that are very experienced in communications and marketing. Make sure you recruit them to be on the wellness workgroup.

There are many ways to get the word out about your program, including:

- ❖ Place information in the company newsletter
- ❖ Announce the wellness program through company-wide email
- ❖ Announce program information at staff meetings
- ❖ Place informational posters in the hallways or common areas
- ❖ Place information in payroll envelopes
- ❖ Organize a kick-off event

## **2) Wellness Coordinator**

This was highlighted in Step Two, but it bears repeating. The level of success for the wellness program is often linked to the coordinator's time and ability. It is essential that some or all of the coordinator's time be dedicated to the wellness program. If this isn't possible, then the company should consider contracting with an outside party to provide programming. Outside parties that may provide selected wellness programming or complete wellness services include:

- ❖ Local healthcare organizations
- ❖ YMCAs.
- ❖ Local health coalitions – check with your health department or UW Extension Office.
- ❖ Independent contractors.

Check with your local contacts to see if any of these sources might be an option.

## Health Risk Appraisal

**Why:** A Health Risk Appraisal is a technique for determining the presence of disease and estimating the risk that someone with certain characteristics will develop disease within a given time span. It can be used by employers and their employees to identify people at risk and target specific strategies that will keep them well and also reduce health care costs.

**What:** The three components of a Health Risk Appraisal are: 1) questionnaire, 2) risk calculation, and 3) educational reports. Normally individual clients will receive confidential reports and the employer will receive an aggregate report with grouped statistics from all employees.

Health Risk Appraisals are appealing for several reasons:

- ❖ They are easy to complete and are popular with clients.
- ❖ They may increase individual motivation and participation in health promotion programs because of risks that are identified.
- ❖ They provide group data that can be used by the employer to identify major health problems and risk factors that can be addressed in wellness programming.

### How:

Appraisals can be done with paper and pencil surveys or on a computer. Computer appraisals are usually less expensive and have quicker feedback of results.

On average, a Health Risk Appraisal costs \$15-\$50 per employee.

I = Individual level	E/O = Environmental/organizational level	P = Policy level	I	E/O	P
<b>Low Resources</b>					
1. Web based appraisal			X	X	
<b>Medium Resources</b>					
1. Send to physician as part of annual physical			X	X	
<b>High Resources</b>					
1. Hire organization to do worksite wellness appraisals on-site			X	X	

***(See next page for more information and additional resources)***

### Where can I get HELP?

Many local health plans and health care systems have health risk appraisal or assessment programs for worksites. Contact your local health plan or health care provider to see what services they offer.

### **Health Appraisal Resources for the Recommended Strategies**

#### **Low Resources**

1. Web based appraisals.  
<http://wellness.uwsp.edu/Other/lifescan/lifescan.htm>  
<http://www.umich.edu/~hmrc/healthasse.html>

#### **Medium Resources**

1. Send to physician as part of annual physical.

#### **High Resources**

1. Hire an organization to do worksite wellness appraisals on-site.  
<http://www.healics.net/>  
<http://www.midlandhealth.com/>

#### **Looking for Tips on Picking the Right HRA? Wellness Council of America (WELCOA)**

[http://www.welcoa.org/freeresources/pdf/the\\_right\\_hra.pdf?PHPSESSID=4b6f813367de7c442e6ecb1420b48f81](http://www.welcoa.org/freeresources/pdf/the_right_hra.pdf?PHPSESSID=4b6f813367de7c442e6ecb1420b48f81)

## General / Health Education

**What:** Organizations that have well-defined worksite wellness programs and policies in place will have a greater chance of being successful. Creating a company culture where wellness is encouraged will reinforce healthy behavior.

**Why:** A well defined program with management support is essential for a successful program. Including educational efforts that address knowledge, attitude and behavior change and that are assisted by skill building sessions and social support set the groundwork for a wellness program.

**How:**

I = Individual level    E/O = Environmental/organizational level    P = Policy level	I	E/O	P
<b>Low Resources</b>			
1. Have a current policy outlining the requirements and functions of a comprehensive worksite wellness program			X
2. Have a worksite wellness plan in place that addresses the purpose, nature, duration, resources required, participants in, and expected results of a worksite wellness program		X	
3. Orient employees to the wellness program and give them copies of the physical activity, nutrition, and tobacco use policies.	X	X	
4. Promote and encourage employee participation in its physical activity/fitness and nutrition education/weight management program		X	
5. Provide health education information through newsletters, publications, websites, email, libraries, and other company communications.	X	X	
<b>Medium Resources</b>			
1. Have a representative committee that meets at least once a month to oversee worksite wellness program.		X	
2. Offer regular health education presentations on various physical activity, nutrition, and wellness-related topics. Ask voluntary health associations, health care providers, and/or public health agencies to offer onsite education classes.	X	X	
3. Host a health fair as a kick-off event or as a celebration for completion of a wellness campaign.	X	X	
4. Designate specific areas to support employees such as diabetics and nursing mothers.		X	
5. Conduct preventive wellness screenings for blood pressure, body composition, blood cholesterol, and diabetes.		X	
6. Provide confidential health risk appraisals.	X	X	
7. Offer on-site weight management/maintenance programs for employees.	X	X	
<b>High Resources</b>			
1. Have a worksite budget for employee health promotion that includes some funds for programming and/or a portion of a salary for a coordinator. (Budget amount will determine level of resources).		X	
2. Provide adequate healthcare coverage for employees and their families for prevention of and rehabilitation of chronic disease.		X	
3. Add weight management/maintenance, nutrition, and physical activity counseling as a member benefit in health insurance contracts		X	

**(See below for more information and additional resources)**

**Best Resources:** Wellness Council of America (WELCOA) for a variety of general wellness information: <http://www.welcoa.org/freeresources/index.php?category=12>  
WELCOA - WI Affiliate: <http://www.wellnesscouncilwi.org/>

### ***Resources for the General/Health Education Recommended Strategies***

#### **Low Resources**

1. Policies outlining the functions of a comprehensive worksite wellness program. [www.cspinet.org/nutritionpolicy/index.html](http://www.cspinet.org/nutritionpolicy/index.html)
2. Worksite wellness plan summary.
3. Employee orientation to the wellness program and wellness policies.
4. Promotional materials.
5. Health education and information samples.

#### **Medium Resources**

1. Representative wellness committee. <http://www.tompkins-co.org/wellness/worksite/workwell/wellcomm.html>
2. Health education presentation resources.
3. Health fair as a kick-off or celebration event <http://9healthfair.org/programs.htm> or an on-line health fair planning guide: [http://fcs.tamu.edu/HEALTH/health\\_fair\\_planning\\_guide/health\\_fair\\_planning\\_guide.pdf](http://fcs.tamu.edu/HEALTH/health_fair_planning_guide/health_fair_planning_guide.pdf)
4. Designate specific areas to support employees such as diabetics and nursing mothers. Diabetes: <http://www.eeoc.gov/facts/diabetes.html>  
Nursing mothers: [http://www.opm.gov/Employment\\_and\\_Benefits/WorkLife/OfficialDocuments/HandbooksGuides/Nursing/index.asp](http://www.opm.gov/Employment_and_Benefits/WorkLife/OfficialDocuments/HandbooksGuides/Nursing/index.asp)
5. Preventive wellness screenings for blood pressure, body composition, blood cholesterol, and diabetes. Screening list: <http://www.cdphe.state.co.us/pp/COPAN/resourcekits/WorksiteResourceKit.pdf> (page 8)
6. Confidential health risk appraisals. <https://www.summex.com/>
7. On-site weight management/maintenance programs at a convenient time for employees. [http://www.sportsinwisconsin.com/health/index.php?category\\_id=983](http://www.sportsinwisconsin.com/health/index.php?category_id=983)

#### **High Resources**

1. Worksite wellness budget considerations.
2. Providing healthcare coverage for prevention of and rehabilitation of chronic disease. [http://www.prevent.org/images/stories/Files/publications/Preventive\\_Services\\_Helping\\_Employers\\_Expand\\_Coverage.pdf](http://www.prevent.org/images/stories/Files/publications/Preventive_Services_Helping_Employers_Expand_Coverage.pdf)
3. Adding weight management/maintenance, nutrition, and physical activity counseling as a member benefit in health insurance contracts.

#### **Looking for Sample Lessons and Materials?**

- ❖ See pages 13-16 and pages 54-57 in the Arkansas Worksite Wellness tool kit: [http://www.arkansas.gov/ha/pdf/worksite\\_wellness.pdf](http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf)



## Physical Activity

### What:

People who are physically active reduce their risk for heart disease, diabetes and some cancers and also reduce their stress levels. The recommended level of physical activity to produce some health benefits is 30 minutes of moderate activity, at least five times per week. Only 55% of Wisconsin adults are meeting that recommendation. Even fewer meet the 60-90 minutes of activity recommendation to lose weight or maintain lost weight.

### Why:

People who stay fit will cost the organization less, affecting the bottom line and ultimately saving the company money through their benefits and compensation plan. It can also reduce absenteeism and create a more productive workforce.

### How:

I = Individual level    E/O = Environmental/organizational level    P = Policy level	I	E/O	P
<b>Low Resources</b>			
1. Create a company culture that discourages sedentary behavior, such as TV viewing on breaks and sitting for long periods of time.			X
2. Offer flexible work hours to allow for physical activity during the day.			X
3. Support physical activity breaks during the workday, such as stretching or walking.			X
4. Map out on-site trails or nearby walking routes.		X	
5. Host walk-and-talk meetings.		X	
6. Post motivational signs at elevators & escalators to encourage stair use.		X	
7. Provide exercise/physical fitness messages and information to employees		X	
8. Have employees map their own biking or walking route to and from work.	X		
9. Provide bicycle racks in safe, convenient, and accessible locations.		X	
<b>Medium Resources</b>			
1. Provide shower and/or changing facilities on-site.		X	
2. Provide outdoor exercise areas such as fields and trails for employee use.		X	
3. Provide or support recreation leagues and other physical activity events (on-site or in the community).		X	
4. Start employee activity clubs (e.g., walking, bicycling).	X	X	
5. Explore discounted or subsidized memberships at local health clubs, recreation centers, or YMCAs.		X	
6. Implement incentive-based programs to encourage physical activity, such as pedometer walking challenges.	X	X	
<b>High Resources</b>			
1. Offer on-site fitness opportunities, such as group classes or personal training.		X	
2. Provide an on-site exercise facility.		X	
3. Provide incentives for participation in physical activity and/or weight management/maintenance activities.		X	
4. Allow for use of facilities outside of normal work hours (before/after work).		X	
5. Provide on-site child care facilities to facilitate physical activity.		X	

**(See next page for more information and additional resources)**

## **Resources for the Recommended Physical Activity Strategies**

### **Low Resources**

1. Company culture that discourages sedentary behavior.
2. Offer flexible work hours to allow for physical activity during the day. *Supervisors will support this as a standard work practice.* <http://physicalfitness.org/nehf.html>
3. Support physical activity breaks during the workday. *Supervisors will support this as a standard work practice.* <http://possibility.com/PowerPause/>
4. Map out on-site trails or nearby walking routes. <http://walkingguide.mapmyrun.com/>
5. Host walk-and-talk meetings. *Employees are encouraged to participate in “walking” meetings for short check-ins with other staff and supervisors. Rather than sit in an office for a quick discussion, go for a walk in the hallway or on a short outside route to cover the same content, but in a nicer environment with the added benefit of a little physical activity. Supervisors will support this as a standard work practice.* <http://www.cdc.gov/women/planning/plan2.htm>
6. Post motivational signs at elevators and escalators to encourage stair usage. <http://www.cdc.gov/nccdphp/dnpa/stairwell/index.htm>
7. Provide exercise/physical fitness messages and information to employees. [http://www.sportsinwisconsin.com/health/index.php?category\\_id=983](http://www.sportsinwisconsin.com/health/index.php?category_id=983)
8. Have employees map their own biking route to and from work. <http://walkingguide.mapmyrun.com/>
9. Provide bicycle racks in safe, convenient, and accessible locations. <http://www.dot.state.wi.us/localgov/aid/bike-ped-funding.htm>

### **Medium Resources**

3. Provide shower and/or changing facilities on-site.
4. Provide outdoor exercise areas such as fields and trails for employee use.
5. Support recreation leagues and other physical activity events (on-site or in the community).
6. Start employee activity clubs (e.g., walking, bicycling). <http://aom.americaonthemove.org>
7. Explore discounted or subsidized memberships at local health clubs. <http://www.madisonareaymca.org/>
8. Implement incentive-based programs to encourage physical activity, such as pedometer walking challenges. [http://www.sportsinwisconsin.com/health/index.php?category\\_id=983](http://www.sportsinwisconsin.com/health/index.php?category_id=983)  
<http://dhfs.wisconsin.gov/forms/DPH/dph40075.pdf>

### **High Resources**

1. Offer on-site fitness opportunities, such as group classes or personal training. [www.acefitness.com](http://www.acefitness.com)
2. Provide an on-site exercise facility. <http://www.cdphe.state.co.us/pp/COPAN/resourcekits/WorksiteResourceKit.pdf> (page 46)
3. Provide incentives for participation in physical activity and/or weight management/maintenance activities. <http://www.wellnesscouncilwi.org/>
4. Allow for use of facilities outside of normal work hours (before or after work).
5. Provide on-site child care facilities to facilitate physical activity.

### **Looking for Sample Lessons and Materials?**

- ❖ See pages 46-53 in the Arkansas Worksite Wellness tool kit: [http://www.arkansas.gov/ha/pdf/worksite\\_wellness.pdf](http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf)
- ❖ See the Eat Smart, Move More...North Carolina in the Worksite site: [http://www.eatsmartmovemorenc.com/resources/indiv/worksites\\_MM.html](http://www.eatsmartmovemorenc.com/resources/indiv/worksites_MM.html)

## **Nutrition**

**What:** Both healthy eating and physical activity are associated with overweight and obesity prevention and management. Additionally, adults with an increased fruit and vegetable intake can better manage their weight. Consumption of fruits and vegetables can also help with the prevention of chronic diseases such as cancer, stroke, and heart disease. Furthermore, education on appropriate portion sizes can help reduce caloric intake, thus reducing the risk of weight gain.

Having fresh fruits and vegetables available in the workplace helps to improve access, which ultimately can help people consume more fruits and vegetables. Worksite cafeterias or vending machines can be stocked with healthier alternatives for employees. Moreover, pricing healthier foods lower than non-nutritious foods and promoting healthier choices can help employees make better decisions.

Supporting breastfeeding employees by reducing worksite barriers is essential, as breastfed infants will be at a lower risk of overweight and obesity later in life.

**Why:** Employees are likely to eat or drink snacks and meals at work. Thus, offering appealing, low-cost, healthful food options at the worksite is one way to promote healthful eating by employees. Vending machines are a quick and convenient way for employees to purchase these types of food.

By offering healthful food choices at company meetings and functions, employees have increased opportunities for making healthy food choices at work that, in turn, benefit their health. By increasing opportunities for employees to store and prepare food at work, the less likely they are to choose to eat out.

Women who breastfeed after returning to work miss less time caring for sick children and their family health care costs are less. Women whose breastfeeding is supported at work are happier, more productive and less likely to resign. Breastfeeding also promotes weight loss and a quicker return to pre-pregnancy weight.

**(Specific strategies and resources can be found on the following three pages)**

**How:**

<b>I = Individual level    E/O = Environmental/organizational level    P = Policy level</b>				<b>I</b>	<b>E/O</b>	<b>P</b>
<b>Low Resources</b>						
1. Send healthy food messages to employees via multiple means (i.e. email, posters, payroll stuffers, etc.).				X	X	
2. Promote the consumption of fruit & vegetables in catering/cafeteria through motivational signs, posters, etc.				X	X	
3. Provide protected time and dedicated space away from the work area for breaks and lunch.						X
4. Offer appealing, low-cost, healthful food options, such as fruits and vegetables, juices, and low-fat dairy products in vending machines, snack bars and break rooms.					X	
5. Promote healthy choices by: <input type="checkbox"/> Increasing the percentage of healthy options that are available <input type="checkbox"/> Using competitive pricing to make healthier choices more economical <input type="checkbox"/> Advertise or mark healthy options so that they stand out					X	
6. Have on-site cafeterias follow healthy cooking practices.					X	
7. Have on-site cafeterias set nutritional standards that align with dietary guidelines for Americans.					X	
8. Provide appropriate portion sizes and provide portion size information via labeling food to show serving size and calories and by using food models and pictures or portable food scales for weighing portion sizes.					X	X
9. Offer healthful food alternatives at meetings, company functions, and health education events.					X	X
10. Make water available throughout the day.					X	
<b>Medium Resources</b>						
1. Make kitchen equipment (refrigerators, microwaves, stoves, etc) available for employee food storage and preparation.					X	
2. Offer local fruits and vegetables at the worksite (i.e. farmer's market)					X	
3. Provide on-site gardening.					X	
4. Provide interactive food opportunities such as taste testing, food preparation skills and peer-to-peer modeling					X	
5. Establish workplace policies and programs that promote and support breastfeeding.					X	X
6. Provide an appropriate place for breastfeeding/pumping.					X	
<b>High Resources</b>						
1. Provide incentives for participation in nutrition and/or weight management/maintenance activities (these can range from inexpensive low resource items (water bottles) to high resource items (health insurance rebates).				X	X	
2. Include the employees' family members in campaign promoting fruit and vegetable consumption (worksite plus family intervention).				X	X	
3. Provide lactation education programs.					X	

***(See next page for more information and additional resources)***

## ***Resources for the Recommended Nutritional Strategies***

### **Low Resources**

1. Send healthy food messages to employees via multiple means (i.e. email, posters, payroll stuffers, etc.). <http://health.nih.gov/>
2. Promote the consumption of fruit & vegetables in catering/cafeteria through motivational signs, posters, etc. <http://www.5aday.gov/mediakit/index.html>  
<http://info.5adayatwork.net/>
3. Provide protected time and dedicated space away from the work area for breaks and lunch.
4. Offer appealing, low-cost, healthful food options, such as fruits and vegetables, juices, and low-fat dairy products in vending machines and snack bars and break rooms. <http://www.healthcollaborative.net/assets/pdf/vendingcriteria.pdf>
5. Promote healthy choices by:
  - ☐ Increasing the percent of healthy options that are available  
[http://www.eatsmartmovemorenc.com/resources/indiv/worksites\\_ES.html](http://www.eatsmartmovemorenc.com/resources/indiv/worksites_ES.html)  
<http://www.dhs.ca.gov/ps/cdic/cpns/worksites/download/VendingStandards.pdf>
  - ☐ Using competitive pricing to make healthier choices more economical  
<http://www.co.tompkins.ny.us/wellness/worksites/workwell/snackbowl.html#obj10>
  - ☐ Advertise or mark healthy options so that they stand out
6. Have on-site cafeterias follow healthy cooking practices. <http://healthyculture.com/>
7. Have on-site cafeterias set nutritional standards that align with dietary guidelines for Americans.  
<http://www.health.gov/DIETARYGUIDELINES/dga2005/document/pdf/DGA2005.pdf>
8. Provide appropriate portion sizes and provide portion size information via labeling food to show serving size and calories and by using food models and pictures or portable food scales for weighing portion sizes.
9. Offer healthful food alternatives at meetings, company functions, and health education events.  
[http://www.ahc.umn.edu/ahc\\_content/colleges/sph/sph\\_news/Nutrition.pdf](http://www.ahc.umn.edu/ahc_content/colleges/sph/sph_news/Nutrition.pdf)  
<http://www.cdphe.state.co.us/pp/COPAN/resourcekits/WorksiteResourceKit.pdf>
10. Make water available throughout the day.  
<http://www.mayoclinic.com/health/water/NU00283>

### **Medium Resources**

1. Make kitchen equipment (refrigerators, microwaves, stoves, etc) available for employee food storage and preparation.
2. Offer local fruits and vegetables at the worksite (i.e. farmer's market)
3. Provide on-site gardening. <http://dhfs.wisconsin.gov/health/physicalactivity/gotdirt.htm>
4. Provide interactive food opportunities such as taste testing, food preparation skills and peer-to-peer modeling.  
<http://www.vtnohunger.org/cookingforlife/program.html>
5. Provide appropriate portion sizes and provide portion size information via labeling food to show serving size and calories and by using food models and pictures or portable food scales for weighing portion sizes.
6. Establish workplace policies & programs that promote breastfeeding.  
<http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm>
7. Provide an appropriate place for breastfeeding/pumping.

### **High Resources**

1. Provide incentives for participation in nutrition and/or weight management/maintenance activities (these can range from inexpensive low

resource items (water bottles) to high resource items (health insurance rebate).  
(See page 39 for incentive ideas)

2. Include the employees' family members in campaign promoting fruit and vegetable consumption (worksite plus family intervention).
3. Provide lactation education programs.

### **Looking for Sample Lessons and Materials?**

- ❖ See pages 46-53 in the Arkansas Worksite Wellness tool kit:  
[http://www.arkansas.gov/ha/pdf/worksite\\_wellness.pdf](http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf)
- ❖ See the Eat Smart, Move More...North Carolina in the Worksite site:  
[http://www.eatsmartmovemorenc.com/resources/indiv/worksites\\_ES.html](http://www.eatsmartmovemorenc.com/resources/indiv/worksites_ES.html)
- ❖ Wisconsin: Building Breastfeeding-Friendly Communities (sample policies)  
<http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm>

## Tobacco Cessation

**What:** The negative health effects of smoking are well known. Smoking is the leading cause of preventable death each year in the United States and the associated diseases and health care costs are significant. Smokers tend to require more medical costs, see physicians more often and be admitted to hospitals for longer periods than nonsmokers. More Wisconsin insurers and employers are realizing the value of covering quit smoking treatments. Coverage of smoking cessation medications has increased so that 74 percent of insured Wisconsin residents have coverage for at least one stop smoking medication through their health plans.

In addition to direct health effects to tobacco users, other employees are impacted by second-hand smoke. So tobacco cessation in your workplace will positively impact all employees.

**Why:** The business case for covering smoking cessation is clear. According to the Centers for Disease Control, smoking costs the nation \$167 billion a year in healthcare costs and lost worker productivity. The CDC estimates each employee that smokes costs your company \$3,391 per year -- including \$1,760 in lost productivity and \$1,623 in excess medical expenses. Smoking cessation programs have shown some immediate return on investment and a significant return on investment in a relatively short time period (as little as two years).

### How:

<b>I = Individual level</b>	<b>E/O = Environmental/organizational level</b>	<b>P = Policy level</b>	<b>I</b>	<b>E/O</b>	<b>P</b>
<b>Low Resources</b>					
1. Policy prohibiting tobacco use anywhere on property					<b>X</b>
2. Provide prompts/posters to support no tobacco use policy				<b>X</b>	
3. Promote the Wisconsin Tobacco Quit Line (800-QUIT-NOW)				<b>X</b>	
<b>Medium Resources</b>					
1. Policy supporting participation in smoking cessation activities during duty time (flex-time)					<b>X</b>
<b>High Resources</b>					
1. Provide counseling through an individual, group, or telephone counseling program on-site.			<b>X</b>	<b>X</b>	
2. Provide counseling through a health plan sponsored individual, group, or telephone counseling program.			<b>X</b>	<b>X</b>	
3. Provide cessation medications through health insurance.			<b>X</b>	<b>X</b>	

***(See next page for more information and additional resources)***



## Best General Resources:

University of Wisconsin Center for Tobacco Research and Intervention

<http://www.ctri.wisc.edu/Employers/employers.htm>

Employer Tools & Resources Index page

[http://www.ctri.wisc.edu/Employers/employers\\_Tools\\_&\\_Resources.htm](http://www.ctri.wisc.edu/Employers/employers_Tools_&_Resources.htm)

Oregon worksite materials [http://www.tobaccofreeoregon.org/projects/miyb/actuarial\\_release.html](http://www.tobaccofreeoregon.org/projects/miyb/actuarial_release.html)

Professional Assisted Cessation Therapy (PACT) resource guide

<http://www.endsmoking.org/resources/employersguide/pdf/employersguide-2nd-edition.pdf>

Wisconsin Tobacco Quit Line resources order form

[http://www.ctri.wisc.edu/Home/Quit\\_Line/Materials/QL\\_Order\\_Form.pdf](http://www.ctri.wisc.edu/Home/Quit_Line/Materials/QL_Order_Form.pdf)

## ***Resources for the Recommended Tobacco Cessation Strategies***

### **Low Resources**

1. Policy prohibiting tobacco use anywhere on property.  
[http://www.cdc.gov/tobacco/research\\_data/environmental/etsguide.htm](http://www.cdc.gov/tobacco/research_data/environmental/etsguide.htm)
2. Provide prompts and posters to support a no tobacco use policy.  
<http://www.gasp.org.uk/gasp-low.pdf>
3. Promote the Wisconsin Tobacco Quit Line (1-800-QUIT NOW).  
<http://www.ctri.wisc.edu/Home/Quit.Line.Home.html>

### **Medium Resources**

1. Policy that supports participation in smoking cessation activities during duty time (flex-time).

### **High Resources**

1. Provide counseling through an individual, group, or telephone counseling program on-site.  
[http://www.opm.gov/Employment\\_and\\_Benefits/WorkLife/OfficialDocuments/handbooksguides/Tobacco\\_Cessation/Smoking2.asp#Program](http://www.opm.gov/Employment_and_Benefits/WorkLife/OfficialDocuments/handbooksguides/Tobacco_Cessation/Smoking2.asp#Program)
2. Provide counseling through a health plan sponsored individual, group, or telephone counseling program.
3. Provide cessation medications through health insurance.

## **Looking for Sample Lessons and Materials?**

- ❖ See pages 17-26 in the Arkansas Worksite Wellness tool kit:  
[http://www.arkansas.gov/ha/pdf/worksite\\_wellness.pdf](http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf)

Step 1	Step 2	Step 3	<b>Step 4</b>	Step 5	Step 6
Why? ⇒	Starting Up ⇒	Assessing ⇒	<b>Strategies</b> ⇒	Making Decisions ⇒	Evaluation